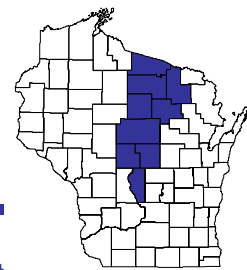


WORKFORCE OBSERVATIONS

for the North Central Wisconsin counties

Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood



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- > Adams, Oneida and Vilas experience more deaths than births, relying entirely on net migration for population growth.
- > Marathon, Portage and Wood have younger populations and more natural growth.
- > Forest, Langlade and Lincoln counties experience roughly as many births as deaths.
- > Reasons for demographic differences explored long with population projections and ramifications

Population Growth: A Tale of Three County Groups

All nine of North Central Wisconsin's counties gained population between the 2000 Census and the January 2005 population estimates. Not much more can be said about all nine counties. The pace, character and causes of the growth varied widely. This newsletter will examine their population growth in three segments.

1. Retirement-oriented counties.

Adams, Oneida and Vilas counties all experienced more deaths than births between 2000 and 2005. (See upper left chart, page 2.) Net migration (people moving in minus people moving out) not only kept these areas from losing their population base; it also gave Adams and Vilas the fastest growth rates in the region. (See lower left chart.) Demographers with the Department of Administration's Demographic Services Center project that all three counties will continue to experience more deaths than births through 2030. Those demographers also project that all

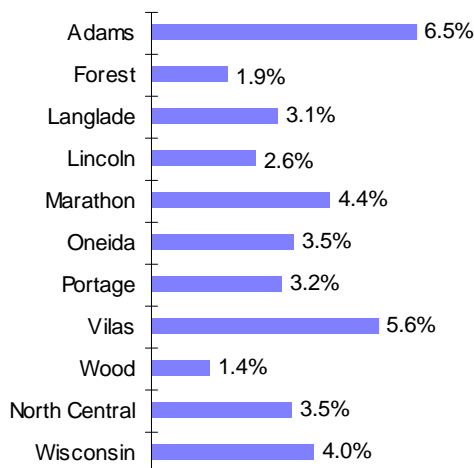
North Central Wisconsin Population

	2000 Census	Jan 2005 estimate
Adams	19,920	21,224
Forest	10,024	10,213
Langlade	20,740	21,389
Lincoln	29,641	30,402
Marathon	125,834	131,377
Oneida	36,776	38,073
Portage	67,182	69,365
Vilas	21,033	22,215
Wood	75,555	76,644
North Central	406,705	420,902

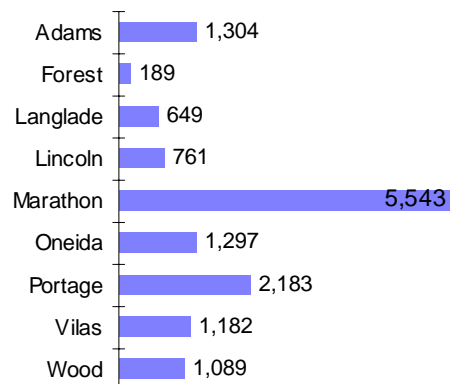
Source: WI Dept. of Admin., Demographic Services Center

age groups under age 60 will shrink in these counties and that the 60-and-over population will account for all the population growth there. Between 2005 and 2030, the number of residents between the ages of 15 and 29 will drop 25 percent to 35 percent in these three counties. Meanwhile the number of people 60 or more years old will increase 50 to 65 per-

Growth rates



Number of people added



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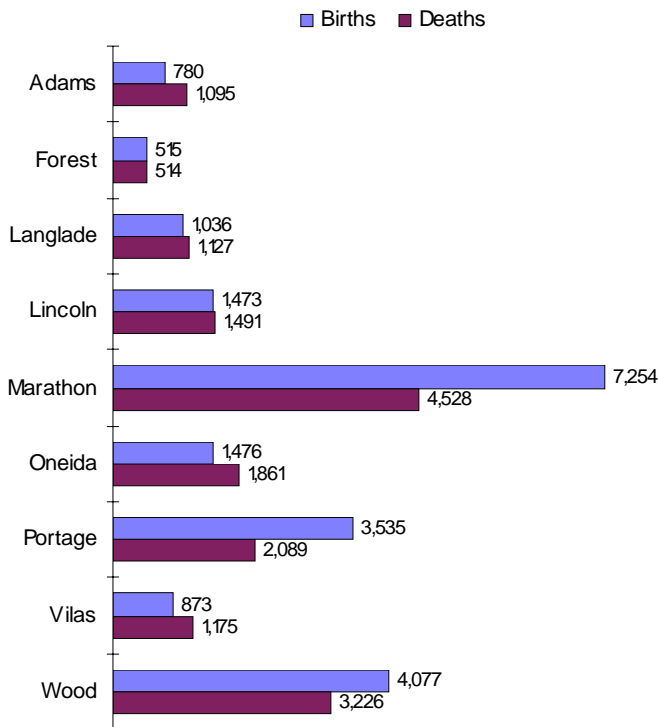
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or find more labor market information at

<http://dwd.wisconsin.gov/oea>

Births and Deaths 2000-2005



Source: Wisconsin Department of Administration, Demographic Services Center

cent. These projections suggest that people are more likely to move to Adams, Oneida and Vilas to retire than to pursue employment. Although these residents contribute to demand, it is unclear how much they contribute to sustainable economic growth.

2. The middling counties. Forest, Langlade and Lincoln counties each experienced roughly as many births as deaths, (see chart above), so they would not have gained much population if it weren't for more people moving in than moving out (positive net migration see chart to right). Their proportional growth rates somewhat below regional and statewide rates (see page 1, lower left). Population projections suggest that, between 2005 and 2030, these three counties will see their 15- to 29-year-old populations shrink roughly 15% to 28% while their 60-and-over populations grow by about 55% to 63%. Demographers also predict that these counties will experience more deaths than births through 2030.

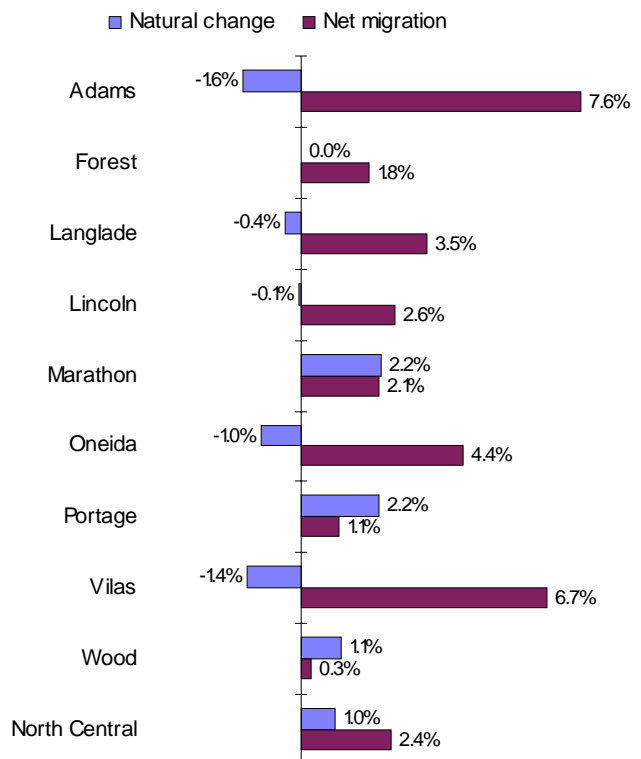
What distinguishes the first group of counties (Adams, Oneida and Vilas) from the second (Forest, Langlade and Lincoln) is not a radically different trajectory of trends. If the trajectories are similar, the second group could be just a few years behind the first, or it could be on a more gradual version of the same arc, or both.

3. The city folk. Marathon, Portage and Wood counties accounted for roughly 66 percent of North Cen-

tral Wisconsin's population, nearly 71 percent of the region's births and less than 58 percent of its deaths. Without these three counties, the region as a whole would have experienced over 1,100 more deaths than births between the March 2000 Census and the January 2005 population estimate. Although Marathon, Portage and Wood counties did not post the fastest overall population growth or the fastest net migration rates, the table below shows that their growth was somewhat more balanced between net migration and natural growth.

Concentrations of population growth were associated with economic activities that make such growth viable. The Village of Weston and the City of Wausau added roughly 1,965 people or 36 percent of Marathon County's total growth (5,543). The Village of Plover and the City of Stevens Point accounted for 1,405 (or 64 percent) of the 2,183 people added to Portage County's population. About 482 people (or 44 percent) of Wood County's population growth. Concentrations of jobs in professional & business services, financial activities and education & health services help attract and retain the younger populations who are more likely to have children. The counties that attribute most of their population gain to residents over 60 moving in are unlikely to see fast increases in their birth rates.

Population change components



Source: Wisconsin Department of Administration, Demographic Services Center

Analysis of unemployment rates and employment-by-industry estimates

In the third quarter (July through September) of 2005 **Adams County's** unemployment rates remained above their typical levels, but by margins slightly smaller than in the second quarter. The leisure & hospitality employment estimate remains below its year-ago level, but the margin of deficit was smaller in the third quarter than in the preceding three quarters. The education & health services employment estimate remains above its year-ago level, but fairly flat, as it has been since mid 2004.

Swinging above and below its typical levels for the last year, **Forest County's** unemployment rate continued its mildly

erratic fluctuations in the third quarter. The leisure & hospitality employment estimate remains below its year-ago level, but less so than it has been in previous quarters.

The **Langlade County** unemployment rate remains below its typical level by a margin smaller than in the second quarter and roughly on par with the first quarter. The retail & wholesale trade employment estimate has been below its year-ago levels for the last four quarters and was further below year-ago levels in the third quarter than the other quarters. The information, professional, business & other services employment

estimate had been below year-ago levels for three quarters and rose above its year-ago level in the third quarter.

The third quarter unemployment rate for **Lincoln County** was slightly below its typical level, but not as far below as first and second quarter rates. The education & health services employment estimate has been lower than the previous quarter since the first quarter of 2005. The same is true of the leisure & hospitality employment estimate.

Marathon County's unemployment rate remains close to its typical level, despite winter and spring fluctuations. The financial activities employment esti-

North Central Wisconsin Unemployment Rates: Typical and Actual (not seasonally adjusted)

		Sep 2004	Oct 2004	Nov 2004	Dec 2004	Jan 2005	Feb 2005	Mar 2005	Apr 2005	May 2005	Jun 2005	Jul 2005	Aug 2005	Sep 2005
Adams County	Actual	5.1%	5.5%	6.3%	7.6%	9.3%	9.7%	8.9%	6.7%	6.2%	6.0%	5.5%	5.5%	5.1%
	Typical	3.7%	4.1%	5.2%	5.7%	7.1%	7.4%	7.1%	5.4%	4.4%	4.8%	4.5%	4.1%	3.7%
	Difference	1.4%	1.4%	1.1%	1.9%	2.2%	2.3%	1.8%	1.3%	1.8%	1.2%	1.0%	1.4%	1.4%
Forest County	Actual	4.2%	4.5%	5.0%	6.7%	8.5%	8.9%	8.7%	8.1%	6.1%	6.5%	6.0%	5.8%	4.3%
	Typical	4.8%	4.6%	5.6%	6.5%	7.4%	8.3%	9.2%	9.0%	6.3%	6.7%	5.9%	5.4%	4.8%
	Difference	- 0.6%	- 0.1%	- 0.6%	0.2%	1.1%	0.6%	- 0.5%	- 0.9%	- 0.2%	- 0.2%	0.1%	0.4%	- 0.5%
Langlade County	Actual	4.6%	5.1%	5.4%	5.9%	7.0%	7.3%	7.0%	6.3%	5.1%	5.4%	5.1%	5.2%	4.5%
	Typical	4.6%	4.7%	5.7%	6.1%	7.0%	7.6%	7.6%	6.8%	5.4%	6.1%	5.4%	5.5%	4.6%
	Difference	0.0%	0.4%	- 0.3%	- 0.2%	0.0%	- 0.3%	- 0.6%	- 0.5%	- 0.3%	- 0.7%	- 0.3%	- 0.3%	- 0.1%
Lincoln County	Actual	4.0%	4.2%	4.5%	5.3%	6.6%	7.1%	6.8%	6.1%	5.5%	5.2%	4.4%	4.4%	4.3%
	Typical	4.2%	4.0%	4.7%	5.2%	6.5%	7.8%	8.0%	6.5%	5.2%	5.6%	4.7%	4.6%	4.2%
	Difference	- 0.2%	0.2%	- 0.2%	0.1%	0.1%	- 0.7%	- 1.2%	- 0.4%	0.3%	- 0.4%	- 0.3%	- 0.2%	0.1%
Marathon County	Actual	3.5%	3.4%	3.5%	3.7%	4.9%	5.6%	5.0%	4.2%	4.3%	4.3%	3.8%	3.7%	3.5%
	Typical	3.4%	3.2%	3.5%	3.8%	5.3%	5.9%	5.8%	4.6%	3.9%	4.5%	3.9%	3.8%	3.4%
	Difference	0.1%	0.2%	0.0%	- 0.1%	- 0.4%	- 0.3%	- 0.8%	- 0.4%	0.4%	- 0.2%	- 0.1%	- 0.1%	0.1%
Oneida County	Actual	4.2%	4.3%	5.1%	6.3%	7.8%	8.3%	7.9%	6.4%	5.0%	4.9%	4.3%	4.3%	4.1%
	Typical	3.4%	3.6%	4.8%	5.7%	6.8%	7.3%	7.4%	6.6%	4.3%	4.2%	3.6%	3.6%	3.4%
	Difference	0.8%	0.7%	0.3%	0.6%	1.0%	1.0%	0.5%	- 0.2%	0.7%	0.7%	0.7%	0.7%	0.7%
Portage County	Actual	3.5%	3.6%	3.7%	4.0%	5.6%	5.9%	5.5%	4.6%	4.4%	4.8%	4.3%	4.4%	3.4%
	Typical	3.1%	3.0%	3.4%	3.8%	5.3%	5.6%	5.4%	4.4%	4.2%	5.1%	4.2%	4.3%	3.1%
	Difference	0.4%	0.6%	0.3%	0.2%	0.3%	0.3%	0.1%	0.2%	0.2%	- 0.3%	0.1%	0.1%	0.3%
Vilas County	Actual	3.9%	4.2%	5.6%	6.9%	8.1%	8.8%	8.4%	7.7%	5.1%	4.7%	4.0%	4.0%	4.0%
	Typical	3.1%	3.3%	5.1%	6.0%	7.4%	8.3%	8.8%	8.0%	4.4%	3.9%	3.2%	3.0%	3.1%
	Difference	0.8%	0.9%	0.5%	0.9%	0.7%	0.5%	- 0.4%	- 0.3%	0.7%	0.8%	0.8%	1.0%	0.9%
Wood County	Actual	4.3%	4.2%	4.7%	5.0%	7.2%	7.6%	7.1%	5.6%	5.9%	5.5%	5.1%	5.4%	4.3%
	Typical	3.4%	3.2%	3.8%	4.1%	5.8%	6.2%	6.2%	4.8%	4.2%	5.3%	4.4%	4.6%	3.4%
	Difference	0.9%	1.0%	0.9%	0.9%	1.4%	1.4%	0.9%	0.8%	1.7%	0.2%	0.7%	0.8%	0.9%

** Includes labor force participants residing in area. Estimates are **NOT** seasonally adjusted. Current month estimates are preliminary and subject to revision. Numbers 2,000 and greater are rounded to nearest 100. Numbers under 2,000 are rounded to nearest 10. Sub-units may not add to totals due to rounding. Calculations are based on unrounded numbers. Results are rounded. For more information call (608) 242-4885 or email dan.barroilhet@dwd.state.wi.us.

WORKFORCE OBSERVATIONS BY THE OFFICE OF ECONOMIC ADVISORS

mate is as high and as far above its year-ago level as has been at any time in the last year. The education & health services employment estimate remains above its year ago level, but the margin is shrinking because it has not grown this year as it had last year.

Since May, **Oneida County's** unemployment rate has been roughly 0.7% above its typical level. The education & health services employment estimate has been flatter in the second and third quarter of 2005 than it was in the second and third quarter of 2004. In the fourth quarter of 2004, the retail & wholesale trade employment estimate was roughly 230 jobs or 5.4% above its year-ago level; in the third quarter of 2005 it was roughly 50 jobs or 1.0% below its year-ago level.

From the fourth quarter of 2004 through the second quarter of 2005, **Portage County's** unemployment rate drifted closer and closer to its typical levels. In the third quarter of 2005 the rate fell more slowly than usual, ending up further above its typical level than it had been in the second quarter. The manufacturing employment estimate remains below its year-ago level, but by a smaller margin than in the last three quarters. The retail & wholesale trade employment estimate remains above its year-ago level, but by a smaller margin than previous quarters.

After slower-than-usual summer declines, the **Vilas County** unemployment rate is as about far above its typical levels as it has been at any point in the last year. From barely meeting the

year-ago level in the fourth quarter of 2004, the financial activities employment estimate gained enough momentum to rise to 35 jobs or 9.5% above the year-ago level. The leisure & hospitality employment estimate, in contrast, lost momentum, going from 4.1% above its year-ago level in the fourth quarter of 2004 to 341 jobs or 14.2% below its year-ago level in the third quarter of 2005.

In all three months of the third quarter, **Wood County's** unemployment rate was further above its typical level than the month before. The transportation, warehousing & utilities employment estimate was roughly 110 jobs or 3.2% above its year-ago level in the fourth quarter of 2004 and roughly 290 jobs or 5.5% above the year-ago level this quarter.

North Central Wisconsin Employment-by-Industry Estimates - not seasonally adjusted

	Wisconsin			Adams		
	Jul-Sep 2005 average	Change from Jul-Sep 2004	Change from Jul-Sep 2004	Jul-Sep 2005 average	Change from Jul-Sep 2004	Change from Jul-Sep 2004
Total jobs, all indstries*	2,849,100	0	0.7%	4,300	0	0.1%
Const., min'g & nat. resources	146,900	0	3.7%	290	20	7.7%
Manufacturing	508,400	- 700	- 0.1%	430	10	1.9%
Trade (w wholesale & retail)	433,500	- 870	- 0.2%	490	- 20	- 3.6%
Transport, Wrhsing, Utilities	108,000	370	0.3%	120	- 10	- 5.0%
Financial activities	159,600	1,330	0.8%	100	10	6.6%
Education & health services	380,600	0	1.3%	550	10	2.1%
Leisure & hospitality	273,600	0	1.5%	710	- 50	- 6.8%
Info, prof, bus. & other srvcs	448,900	0	1.3%	470	20	3.5%
Government	389,700	- 970	- 0.2%	1,170	20	1.7%
	Forest			Langlade		
	Jul-Sep 2005 average	Change from Jul-Sep 2004	Change from Jul-Sep 2004	Jul-Sep 2005 average	Change from Jul-Sep 2004	Change from Jul-Sep 2004
Total jobs, all indstries*	3,700	140	4.0%	7,900	70	0.9%
Const., min'g & nat. resources	190	20	9.6%	520	- 10	- 2.4%
Manufacturing	380	0	0.5%	1,630	90	5.7%
Trade (w wholesale & retail)	310	0	0.2%	1,560	- 30	- 2.0%
Transport, Wrhsing, Utilities	160	0	- 2.3%	370	0	0.5%
Financial activities	120	10	4.8%	340	30	9.4%
Education & health services	370	- 10	- 2.9%	970	10	0.6%
Leisure & hospitality	240	- 20	- 7.4%	850	- 10	- 1.5%
Info, prof, bus. & other srvcs	230	10	2.8%	750	20	2.4%
Government	1,730	150	9.2%	920	- 10	- 1.1%

* Includes jobs with employers in area. Estimates are NOT seasonally adjusted. Current month estimates are preliminary and subject to revision. Numbers 2,000 and greater are rounded to nearest 100. Numbers under 2,000 are rounded to nearest 10. Sub-units may not add to totals due to rounding. Calculations are based on unrounded numbers. Results are rounded. For more information call (608) 242-4885 or email dan.barroilhet@dwd.state.wi.us.

North Central Wisconsin Employment-by-Industry Estimates - not seasonally adjusted

	Lincoln			Marathon		
	Jul-Sep 2005 average	Change from Jul- Sep 2004	Change from Jul- Sep 2004	Jul-Sep 2005 average	Change from Jul- Sep 2004	Change from Jul- Sep 2004
Total jobs, all indstries*	11,900	- 140	- 1.2%	71,500	370	0.5%
Const., min'g & nat. resources	430	- 10	- 3.1%	3,300	0	0.0%
Manufacturing	3,600	- 70	- 1.8%	18,500	- 70	- 0.4%
Trade (w wholesale & retail)	1,600	- 40	- 2.6%	13,500	270	2.0%
Transport, Wrhsing, Utilities	340	- 10	- 2.8%	2,800	0	0.0%
Financial activities	890	50	5.8%	5,200	200	4.0%
Education & health services	1,050	- 20	- 1.6%	7,600	100	1.3%
Leisure & hospitality	1,110	- 30	- 3.0%	5,100	- 200	- 3.8%
Info, prof, bus. & other srvcs	1,000	10	1.3%	8,200	30	0.4%
Government	1,920	- 20	- 1.1%	7,300	30	0.5%
	Oneida			Portage		
	Jul-Sep 2005 average	Change from Jul- Sep 2004	Change from Jul- Sep 2004	Jul-Sep 2005 average	Change from Jul- Sep 2004	Change from Jul- Sep 2004
Total jobs, all indstries*	19,100	- 290	- 1.5%	34,500	50	0.1%
Const., min'g & nat. resources	1,470	- 20	- 1.1%	1,400	30	2.4%
Manufacturing	1,290	- 90	- 6.7%	5,600	- 160	- 2.8%
Trade (w wholesale & retail)	4,400	- 40	- 1.0%	5,700	110	2.0%
Transport, Wrhsing, Utilities	430	0	0.3%	1,760	- 30	- 1.5%
Financial activities	560	20	2.9%	4,100	0	- 0.1%
Education & health services	3,600	- 150	- 4.1%	3,700	270	7.9%
Leisure & hospitality	2,800	50	1.7%	3,200	20	0.7%
Info, prof, bus. & other srvcs	2,400	0	0.0%	4,400	90	2.0%
Government	2,200	- 40	- 1.9%	4,600	- 280	- 5.8%
	Vilas			Wood		
	Jul-Sep 2005 average	Change from Jul- Sep 2004	Change from Jul- Sep 2004	Jul-Sep 2005 average	Change from Jul- Sep 2004	Change from Jul- Sep 2004
Total jobs, all indstries*	9,100	- 230	- 2.5%	42,200	- 390	- 0.9%
Const., min'g & nat. resources	1,040	30	3.4%	1,770	30	1.6%
Manufacturing	320	- 20	- 6.9%	6,700	- 450	- 6.2%
Trade (w wholesale & retail)	1,560	20	1.1%	6,000	- 220	- 3.5%
Transport, Wrhsing, Utilities	140	10	7.0%	3,400	180	5.8%
Financial activities	370	40	10.5%	1,230	70	5.7%
Education & health services	710	10	2.0%	10,400	40	0.4%
Leisure & hospitality	2,400	- 340	- 12.5%	3,200	30	1.0%
Info, prof, bus. & other srvcs	730	40	5.1%	4,900	90	1.8%
Government	1,800	- 10	- 0.6%	4,600	- 160	- 3.5%

*Includes jobs with employers in area. Estimates are NOT seasonally adjusted. Current month estimates are preliminary and subject to revision. Numbers 2,000 and greater are rounded to nearest 100. Numbers under 2,000 are rounded to nearest 10. Sub-units may not add to totals due to rounding. Calculations are based on unrounded numbers. Results are rounded. For more information call (608) 242-4885 or email dan.barroilhet@dwd.state.wi.us.